

I hereby certify that this correspondence is being filed via  
EFS-Web with the United States Patent and Trademark Office  
on December 28, 2008

PATENT  
Attorney Docket No.: 026014-002301US  
Client Reference No.: REG00559 2003  
PT

TOWNSEND and TOWNSEND and CREW LLP

By: Anda Jini

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Nathaniel Blake SCHOLL

Application No.: 10/748,694

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR  
PLACING ADVERTISEMENTS BASED  
ON SELECTION OF LINKS THAT ARE  
NOT PROMINENTLY DISPLAYED

Customer No.: 20350

Confirmation No.: 2002

Examiner: RETTA, YEHDEGA

Art Unit: 3622

SUPPLEMENTAL INFORMATION  
DISCLOSURE STATEMENT UNDER  
37 CFR §1.97 and §1.98

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

The reference cited on attached form PTO/SB/08A and PTO/SB/08B is being called to the attention of the Examiner. A copy of the reference is not enclosed. It is respectfully requested that the cited reference be expressly considered during the prosecution of this application, and the reference be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR §1.97(g) and (h), no inference should be made that the information and reference cited is prior art merely because it is in this statement and no

representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement.

However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Jason D. Lohr  
Reg. No. 48,163

TOWNSEND and TOWNSEND and CREW LLP  
Two Embarcadero Center, Eighth Floor  
San Francisco, California 94111-3834  
Tel: 925-472-5000  
Fax: 415-576-0300  
JDL:lml  
61729801 v1